

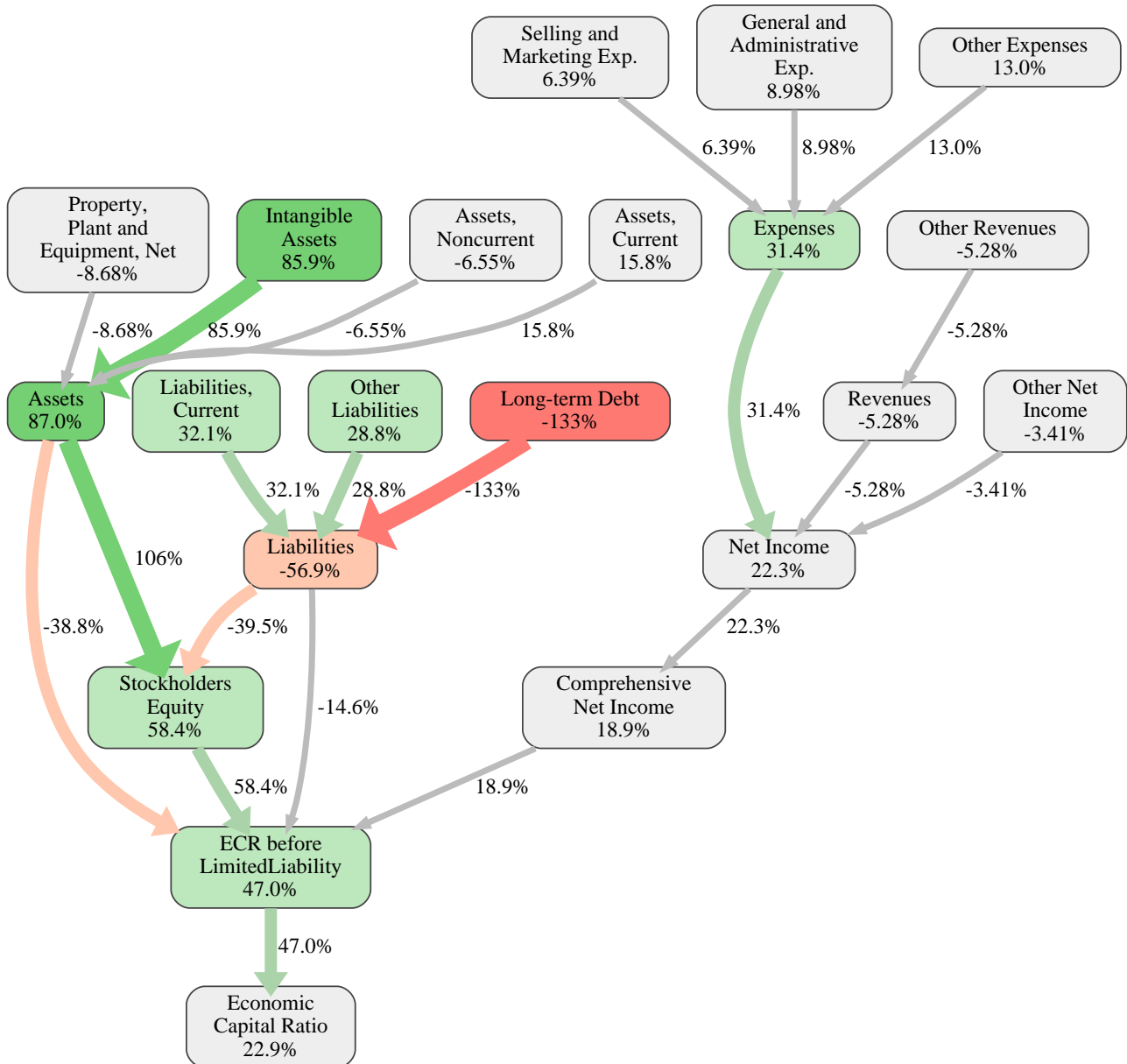


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SERVICES-PREPACKAGED SOFTWARE 2015



Activision Blizzard Inc
Rank 73 of 148





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The relative strengths and weaknesses of Activision Blizzard Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Activision Blizzard Inc compared to the market average is the variable Assets, increasing the Economic Capital Ratio by 87% points. The greatest weakness of Activision Blizzard Inc is the variable Long-term Debt, reducing the Economic Capital Ratio by 133% points.

The company's Economic Capital Ratio, given in the ranking table, is 398%, being 23% points above the market average of 375%.

Input Variable	Value in 1000 USD
Assets, Current	6,909,000
Assets, Noncurrent	85,000
General and Administrative Exp.	417,000
Intangible Assets	7,115,000
Liabilities, Current	2,714,000
Long-term Debt	4,685,000
Other Assets	480,000
Other Compr. Net Income	-371,000
Other Expenses	1,671,000
Other Liabilities	114,000
Other Net Income	-202,000
Other Revenues	4,408,000
Property, Plant and Equipment, Net	157,000
Research and Development Exp.	571,000
Selling and Marketing Exp.	712,000

Output Variable	Value in 1000 USD
Liabilities	7,513,000
Assets	14,746,000
Expenses	3,371,000
Revenues	4,408,000
Stockholders Equity	7,233,000
Net Income	835,000
Comprehensive Net Income	464,000
BaseVar	15,305,500
ECR before LimitedLiability	219%
Economic Capital Ratio	398%